

**7.01 Introduction**

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**POLICY:**

The purpose of outreach is to advertise the availability of WIC Program benefits to potential WIC applicants and maintain their active participation in the Program. The purpose of outreach may also include the referral of WIC participants to other health, education and social service programs in the community.

**PROCEDURE:**

**A. Goals of Outreach**

- < Publicize the availability of the WIC Program;
- < Build an outreach network;
- < Inform organizations in the outreach network about the WIC Program; and
- < Coordinate with other community resources.

**B. Community Outreach and Referral**

1. Staff of health, education and social service programs in the community will be better able to refer applicants to the WIC Program once informed of the eligibility criteria and WIC benefits.
2. WIC personnel will be better able to refer WIC applicants and participants to other health, education and social service programs in the community once informed of the eligibility criteria and benefits of these programs.